

CEO's Message



Most stylish town in America?

If you consider cities with populations under 150,000, you can't find a more stylish town than Costa Mesa in America.

I'm again reminded of this by a story in this edition of CEO E-Briefing on the Richard Neutra-designed buildings on the Orange Coast College campus. Few other community colleges can boast that one of the giants of the 20th century architecture designed part of their campus.

Of course, we also have South Coast Plaza, which offers shoppers the most sophisticated retail experience in the U.S. And developers around the country have studied The LAB and The CAMP, two very different, cutting-edge retail centers on Bristol Street. I'm sure the revitalized SoCo Collection retail development just north of the 405 Freeway will have a similar effect.

The Segerstrom Center for the Arts, South Coast Repertory, sleek high-rise office buildings and the Noguchi Gardens in the South Coast Metro area could rival the architecture, pound-for-pound, of any major American city.

The Westside is home to another kind of trendsetting. The epicenter of the global surfwear industry creates styles that are worn by young and old literally throughout the world.

All things considered, I think Costa Mesa wins on style points.

Tom Hatch, chief executive officer, City of Costa Mesa



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Comments or suggestions, please contact
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City of Costa Mesa



Costa Mesa City Hall



Community calendar

Nov 11 FRIDAY Veteran's Day. City Hall closed.

The Battle of the Bell football game between Costa Mesa and Estancia high schools will kick off at 7 p.m. at Estancia's Jim Scott Stadium. A memorial service will be held for Scott, who passed away earlier this year, at 4:30 p.m. in the Estancia gym. Scott and his family will also be honored at halftime of the game.

At South Coast Repertory theater, you have the choice of two plays. One is the critically acclaimed "Trip to Bountiful," by Pulitzer Prize winner Horton Foote. And younger audiences will love "Junie B in Jingle Bells, Batman Smells!" a new play based on the award-winning children's book about the world's funniest first-grader. Both plays run through Nov. 20.

The Sugar Plum Festival continues at the OC Fair and Event Center throughout Saturday with unique handmade gifts, decorations, garden and home decor, antiques and collectibles. Friday 9 a.m.-9 p.m. and Saturday 9 a.m.-5 p.m. Free admission and \$5 parking.

Nov 14 MONDAY The Planning Commission will meet at 6 p.m. in the City Council chambers.

Nov 15 TUESDAY The City Council will meet at 6 p.m. in the Council Chambers. Council is scheduled to vote on whether to send out more Requests for Proposals to gauge viability of outsourcing; Homeless Task Force will give an update on its work; and appointments will be made to the TeWinkle Park Athletic Complex Task Force.

Nov 16 WEDNESDAY The fourth Bubba Kapko Memorial Golf Tournament will begin at 8:30 a.m. at the Costa Mesa Country Club with proceeds going to the Brian "Bubba" Kapko Foundation. The cost is \$500 for a four-person team; \$150 for a single player; and \$30 for dinner and auction only that will start at 5:30 p.m. More information [here](#).

The Fair Housing Foundation will host a free Landlord Rights Workshop from 3 to 5 p.m. at Neighborhood Community Center at 1845 Park Ave. Topics will include a review of fair housing laws, leases and notices, rules and regulations, specific concerns, obligations and guidelines, late fees, security deposits, and rent increases. For more information, call (562) 989-1206, ext. 1104.

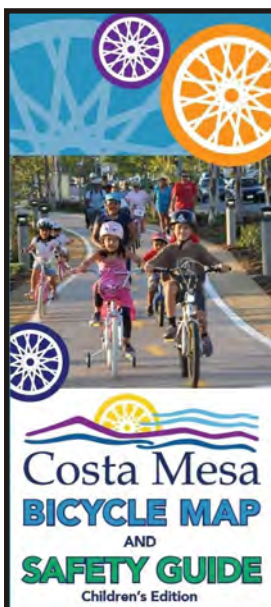
Parks and Recreation Commission will meet at 6 p.m. in the Council Chambers.

Nov 17 THURSDAY The Christmas Company with 94 vendors featuring holiday items will continue through Sunday at the OC Fair and Event Center. Open Thursday 11 a.m.-3 p.m., Friday 10 a.m.-9 p.m., and Saturday and Sunday 10 a.m.-6 p.m. General admission \$10.

Nov 20 SUNDAY The Costa Mesa Historical Society will feature an afternoon with Pearl Harbor survivor Jack Hammett, who will show a video about the attack on Pearl Harbor. A short talk will follow. Doors open at 2 p.m. and the program will begin at 2:30. Admission is free. The Historical Society is at 1870 Anaheim Avenue in Lions Park. For more information call (949) 631-5918 or visit www.costamesahistory.org

For a complete list of community events, click [here](#).

CEO's Office



Asked and Answered

Follow-ups to questions recently asked to city officials.

When approving the 2011-2012 fiscal year budget, the City Council set aside \$960,000 for contingencies. How much of that money has been spent and on what?

Through October (33% of the fiscal year), the City has spent a total of \$127,753.71 of the \$960,000. Specifically, it has spent:

- \$8,704.71 on a donation to Pop Warner Football for use of Jim Scott Stadium.
- \$5,655 on emergency equipment for KOCE radio station.
- \$103,394 on potential costs related to the reorganization of the Administrative Services Department.
- \$10,000 on participation in the Trauma Intervention Program (TIP).

The Costa Mesa Police Department recently asked the public to turn in any unused or out-of-date prescription medicine. How much medicine was turned in?

On a single Saturday, more than 125 pounds of unwanted pills and liquids were dropped off at Police Headquarters.

How many people participated in the Red Cross Blood Drive sponsored by the City?

Twenty-eight people, mostly City employees.

Will City Hall be closed the week after Christmas, as it was last year?

Yes, City Hall will be closed from Dec. 26 to Jan. 2.

Is the City exploring a potential raise in business license fees?

Yes. The City will soon hire a consultant who will recommend a new fee schedule. The City Council would then vote whether to put it on the November 2012 ballot, the first election where any new or increased fees can be approved.

How do I find out where the bike trails are in Costa Mesa?

The City has just published a free bicycle map and safety guide that shows the bike lanes and multi-purpose trails in Costa Mesa, along with a lot more useful information to those on bikes. You can pick up the bike map at the City Clerk's Office at City Hall.



Development Services



0% home improvement loans available from City

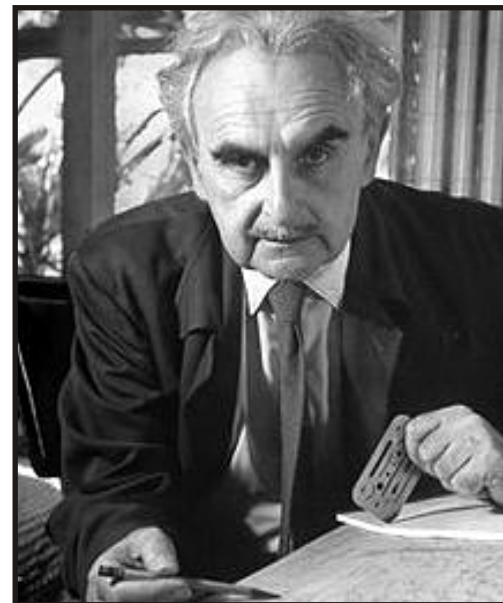
The City of Costa Mesa is accepting applications for the 0% Deferred Payment, Single Family Housing Rehabilitation Loan Program. The loans (funding from non-general fund federal dollars) are designed to assist qualified single family home owners make needed repairs on their property, including mechanical, plumbing, electrical, roofing, windows, security, health and safety, and medical emergency.

Eligibility is based on family size and income. Only one loan per household and you must reside in the home. The maximum loan to value is eighty-five percent (85%) of current market value. Home value may not exceed \$493,050, and the maximum loan is \$50,000.

Deferred payment loans are 0% interest and will be fully deferred until sale or refinance of the property. There is currently no waiting list for loan applicants.

For more information, please e-mail [Kathleen Mathis](#).

MAKING HISTORY



What is Richard Neutra's connection to Costa Mesa?

Richard Neutra, born in Vienna, Austria in 1892, was one of the most important architects of the 20th century. Where can you find his work in Costa Mesa? (See page 6 for answer)

SECRET SPOT



Somewhere in Costa Mesa you might recognize this bit of local scenery.

Hint: This clue won't fly.

To get the whole picture, see page 7.

Development Services

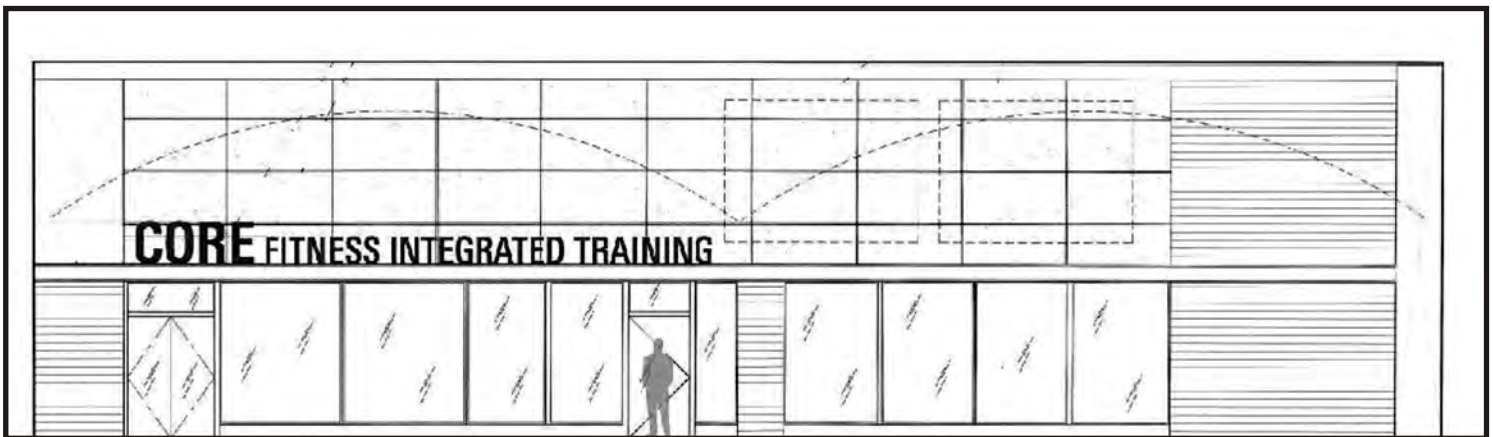


Greenleaf Gourmet Chopshop evolving into restaurant

A 3,822-square-foot interior tenant improvement project at 234 17th Street is underway to change a retail store into a restaurant. Building permits were issued last week to Greenleaf Gourmet Chopshop for a 2,297-square-foot restaurant with 748 square feet of outdoor patio dining, a 600-square-foot market, and restrooms. In addition, the development will provide onsite exterior parking lot improvements with new landscaping, slurry coat and restriping of the parking lot, new site lighting and a new trash enclosure. The improvements are valued at \$804,000. When completed, the restaurant hours of operation will be 7 a.m. to 9 p.m. daily.

With locations in Los Angeles and Beverly Hills, Greenleaf promotes a wholesome lifestyle by providing healthy, affordable, fast-casual dining. Greenleaf consults with the United States Green Building Council's (USGBC) guidelines throughout the construction of its restaurants to maintain a high level of green standards. In Costa Mesa, Greenleaf and the property owner are installing several bicycle racks to encourage customers to use alternative transportation when visiting the restaurant/market.

—Rebecca Robbins



Hard core upgrade at fitness center

Core Fitness was recently issued a building permit for a façade upgrade of its facility at 119 E. 18th Street. The work includes construction of a mechanical screen, an ADA accessible parking stall, painting the exterior stucco, installation of redwood siding over the existing stucco and installation of new fascia. These improvements are valued at \$50,000. This upgrade is being done in association with the 4,968-square-foot renovation of the CV Wellness Center initiated last August.

—Rebecca Robbins

Fire Department



NOTES FROM FIRE DEPARTMENT

Forty-nine participants attended the Fire Department's Annual Community Emergency Response Team (CERT) refresher course ... Activities included damage assessment, ICS, search and rescue, and medical operations ... Scouts set up the outdoor living display as part of the event ... The Costa Mesa Fire Department is partnering with IKEA for a safety day on Saturday from noon to 3 p.m. with activities for children ... Spark of Love Toy Drive kicks off this week for families in need of toys this holiday season ... To register for toys, applications will be available at Costa Mesa Fire Department fire stations starting Monday. For further information, please call (714) 327-7406, or e-mail [Brenda Emrick](mailto:Brenda.Emrick@costamesa.gov) ... The end of daylight savings time this week signals that it's time to change the batteries in your smoke alarms.

—Barbara Marcosa

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MAKING HISTORY



Answer: Richard Neutra designed some of Orange Coast College's signature buildings, including the Robert B. Moore Theatre, in the 1950s.

From Wikipedia: The first Board of Trustees hired the college's founding president and district superintendent, Basil Hyrum Peterson, on July 28, 1947. Construction of campus classrooms and facilities began when Dr. Peterson hired Fran Albers as the college's carpenter in February 1948. Albers' crew of 35 workers (mostly Coast football players, paid 60 cents an hour) turned an Army movie theatre into an auditorium and concert hall; a service club into a 500-seat gymnasium; an Army chapel into a facility for theatre productions and student/staff weddings; a military storage building into a library; an Army PX into a student center; a battalion headquarters building into an administration building; and several cadet barracks into student dormitories and married student and faculty housing.

The first campus building phase occurred in the early 1950s, when renowned architect **Richard Neutra** was brought in to re-design the campus. Leaving many of the original buildings intact, Neutra added several modernist structures, including the strikingly minimalist campus theater and two large lecture halls.

FINAL WORDS

Just keep knocking

By Michael Josephson

In the summer of my junior year in college I took a job as a door-to-door salesman for the Fuller Brush Company. My mother had just lost a long battle with cancer, and I wanted to earn enough money to have a photo of her turned into a painted portrait to give to my dad.

What I earned depended entirely on what I sold; there were no guarantees. Things went well at first, but then I hit a long bad streak. Hardly anyone was home and those who were just weren't buying. What's worse, some people were outright rude and literally slammed their doors in my face.

I was on the verge of quitting, but something my father used to tell me over and over stopped me: "Where there's a will, there's a way; where there's not, there's an alibi." I had always resented this simplistic mantra, but suddenly I got it.

I realized that every meaningful opportunity in life would stay behind closed doors that would never open unless I knocked on them. Beneath this simple insight was another: If I couldn't muster the confidence and courage to knock on more doors despite the certainty of frustrating and unpleasant experiences, I would never make it.

I earned enough to buy the portrait, and it now hangs next to another one of my dad in the lobby of the Joseph and Edna Josephson Institute of Ethics, a nonprofit organization I founded in their honor.

I'm so glad my dad taught me to persist and grateful I learned that an important part of character is to just keep knocking.

Michael Josephson is founder of the Josephson Institute, whose goal is to increase ethical commitment, competence, and practice in all segments of society. You can subscribe to Michael Josephson's free newsletters [here](#).



SECRET SPOTTED



Answer: The airplane playground at Lions Park.